

## Message Text

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PAGE 01 STATE 030889  
ORIGIN COME-00

INFO OCT-01 AF-08 ISO-00 EB-08 USIA-06 /023 R

DRAFTED BY COM/BIC/OIM/AF/SKMILLER/BKY  
APPROVED BY EB/OCA/CM/WHALL  
COM/BIC/OIM/EM/EOOLSEN  
STATE/E/RILLINGS (PHONE)  
STATE/EPS/LWHITE (INFO)  
USIA/IA/EPENNEY (PHONE)

-----110630Z 003183 /11

R 102238Z FEB 77  
FM SECSTATE WASHDC  
TO AMEMBASSY KHARTOUM

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E.O. 11652; N/A

TAGS: BEXP, SU

SUBJECT:KHARTOUM INTERNATIONAL EXHIBITION

REF: KHARTOUM 142

BEGIN UNCLASSIFIED

1. COMMERCE SINCERELY APPRECIATED TIMELY ALERT ON PROPOSED KHARTOUM FAIR.

2. AT THIS POINT, PROGRAM FOR FY 1978, INTO WHICH TIME FRAME KHARTOUM FAIR FALLS, HAS BEEN LOCKED IN. ALL FUNDS LIKELY TO BE GRANTED BY CONGRESS TO USDOC TRADE PROMOTION PROGRAMS IN FY 78 HAVE ALREADY BEEN EARMARKED, AND FOREIGN SERVICE POSTS HOSTING THESE EVENTS NOTIFIED.

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3. HOWEVER, GIVEN TRADE POTENTIAL IN SUDAN FOR U.S. GOODS AND SERVICES AS WELL AS RISING LEVEL OF U.S. BUSINESS INTEREST IN SUDAN, COMMERCE WOULD LIKE TO KEEP KHARTOUM FAIR UNDER CONSIDERATION AS A POSSIBLE ALTERNATE IN CASE FUNDING BECOMES AVAILABLE, EITHER BECAUSE A CURRENTLY PLANNED EVENT DROPS OUT OR WE GET ADDITIONAL PROMOTIONAL MONIES FROM THE CONGRESS. UNABLE NOW PREDICT LIKELIHOOD

OF EITHER THESE CIRCUMSTANCES OCCURRING IN TIME FOR SUDAN FAIR. POST IS FREE TO PASS SUMMARY OF ABOVE TO GOS AND TO LET GOS KNOW THAT USG CANNOT AT THIS TIME GIVE DEFINITE RESPONSE ON POSSIBLE USG PARTICIPATION.

4. IN ORDER TO BE IN BEST POSITION TO RECRUIT NEW-TO-MARKET U.S. FIRMS, AS COMMERCE IS AWARE IT MUST FOR SUCH A FAIR GIVEN THE LIMITED NUMBERS OF EXISTING U.S. AGENTS IN KHARTOUM, COMMERCE REQUESTS THAT POST PROVIDE AS BEST IT CAN ANSWER TO THE FOLLOWING QUESTIONS:

A. SPACE RENTAL COSTS PER SQUARE METER? FROM COMMENTS PARAS 4 AND 5 REFTEL, IS COMMERCE CORRECT IN ASSUMING THAT FAIRGROUND WILL CONSIST OF TWO 2,500 SQUARE METER BUILDINGS AND THAT EXHIBITORS WILL RENT SPACE WITHIN OVER-ALL LARGE HALL SO THAT ONE BUILDING MIGHT RESULT IN HOLDING EXHIBITS FROM SEVERAL COUNTRIES?

B. WILL BUILDINGS HAVE FULL UTILITIES: WATER, ELECTRICITY, SEWAGE, TELEPHONE, TELEX?

C. HAS SUDANESE GOVERNMENT CONTRACTED WITH EXHIBIT CONSULTANTS LTD. UK TO BE FAIR MANAGERS? WILL EXHIBITORS BE ABLE TO BRING IN FOREIGN CREWS TO ERECT THEIR STANDS? WILL GOODS AND EXHIBIT PARAPHENALIA BE ADMITTED DUTY FREE FOR THE FAIR? END UNCLASSIFIED.

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D. MR. ABID MIRZA, CLAIMING TO BE SEEKING TO SERVE AS EXHIBIT CONSULTANT'S U.S. RECRUITING AGENT, HAS MET WITH THE AFRICAN AREA STAFF SEVERAL TIMES DURING THE PAST MONTH ON THE MATTER OF SEEKING OUT U.S. FIRMS WHICH HE MIGHT CONTACT REGARDING PARTICIPATION IN KHARTOUM FAIR. EACH TIME MIRZA HAS RAISED THE ISSUE THAT SUCH FIRMS MUST BE IN COMPLIANCE WITH ARAB BOYCOTT OF ISRAEL. WE HAVE INFORMED MIRZA THAT IF SUCH WERE HIS REQUIREMENTS, WE COULD BE OF NO ASSISTANCE TO HIM IN HIS RECRUITMENT EFFORTS. WE REMAIN UNSURE IF MIRZA IS TAKING ABOVE POSITION ONLY AS HIS OWN LINE, WHETHER HE FOLLOWING LINE SET BY EXHIBIT CONSULTANT, OR IF HE EXPRESSING GOS LINE. IF THE LATTER CASE, THAT U.S. FIRMS ON THE ARAB BLACK LIST WOULD NOT BE FREE TO PARTICIPATE COMMERCE CANNOT UNDER ANY CIRCUMSTANCES CONSIDER PARTICIPATION IN KHARTOUM FAIR. COMMERCE WOULD APPRECIATE ANY LIGHT WHICH EMBASSY CAN SHED ON POSSIBLE BOYCOTT ASPECT AND LEGITIMACY OF CONNECTION BETWEEN MIRZA AND EXHIBIT CONSULTANT. END LIMITED OFFICIAL USE.

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E. COMMERCE NEEDS POST RECOMMENDATIONS ON FOUR TO SIX PRODUCT LINES WHICH APPEAR TO OFFER BEST MARKET POTENTIAL, AND MARKET RESEARCH INFORMATION WHICH CAN BE USED TO RECRUIT EXHIBITORS IN THOSE PRODUCT LINES. IT IS IMPORTANT THAT POST UNDERTAKE NOW THE MARKET RESEARCH NEEDED FOR EACH OF THE PRODUCT LINES RECOMMENDED SO THAT SHOULD THE FUNDS BECOME AVAILABLE, COMMERCE WILL BE ABLE IMMEDIATELY TO PROCEED WITH THE RECRUITMENT EFFORT. ONCE THEMES HAVE BEEN SELECTED, COMMERCE WILL SUBMIT MORE DETAILED MARKET RESEARCH GUIDELINES BASED ON THE NEEDS COMMERCE'S PLANNING STAFF TO THE POST.

F. COMMERCE ON ITS PART WILL UNDERTAKE INITIAL POLLING OF APPROPRIATE U.S. FIRMS TO ASSESS LEVEL OF U.S.  
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INDUSTRY INTEREST AS SOON AS USDOC RECEIVES POST'S PRODUCT THEME RECOMMENDATIONS.  
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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009